

Message Text

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ORIGIN ARA-20

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FM SECSTATE WASHDC

TO AMEMBASSY ASUNCION

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E.O. 11652: N/A

TAGS: BTRA PA

SUBJECT: PROPOSED TRIP TO PARAGUAY BY CHAIRMAN GULF AND
WESTERN

1. JACK VALENTI, PRESIDENT MOTION PICTURE ASSOCIATION OF AMERICA, HAS INFORMED US THAT CHARLES BLUHDORN, CHAIRMAN OF THE BOARD OF GULF AND WESTERN INDUSTRIES, INC., PLANS A TRIP AROUND THE FIRST WEEK OF SEPTEMBER TO ASUNCION TO DISCUSS HOW GULF AND WESTERN CAN BE OF ASSISTANCE TO PARAGUAYAN BUSINESS INTERESTS. GULF AND WESTERN IS CONTEMPLATING JOINT VENTURES OR OTHER ARRANGEMENTS TO DEVELOP RANCH LANDS WITH AN EMPHASIS ON CATTLE; LOOK INTO OTHER AGRICULTURAL DEVELOPMENT POSSIBILITIES INVOLVING CITRUS, VEGETABLE, AND OTHER PRODUCTS; DISCUSS THE POSSIBILITIES OF HELPING TO DEVELOP NEW ZINC, LEAD AND OTHER NATURAL RESOURCES; DISCUSS ANY OTHER SITUATIONS OF MUTUAL ADVANTAGE. MR. BLUHDORN IS INTERESTED IN MEETING WITH PRESIDENT STROESSNER, OTHER APPROPRIATE OFFICIALS OF THE-GOP AND WITH AMBASSADOR LANDAU. MR. VALENTINE HAS INQUIRED WHETHER WE WOULD MAKE THE APPOINTMENT WITH

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PRESIDENT STROESSNER AND HAS ASKED THAT THERE NOT BE

AN INITIAL MEETING WITH ANY MINISTER. VALENTI REPORTS THAT BLUHDORN WOULD BE DELIGHTED TO MEET WITH AMBASSADOR LANDAU BEFORE HE CALLS ON PRESIDENT STROESSNER.

2. GULF AND WESTERN REPORTS SALES IN 1972 OF DOLS 1.76 BILLION AND TOTAL ASSETS OF DOLS 2.2 BILLION. IT OPERATES IN A WIDE RANGE OF FIELDS INCLUDING FINANCIAL SERVICES, MANUFACTURING, NATURAL RESOURCES, PAPER PRODUCTS, PARAMOUNT PICTURES, DISTRIBUTION, FOOD PRODUCTS, AND INTERNATIONAL MOTION PICTURE DISTRIBUTION. IT HAS BEEN ACTIVE IN RECENT YEARS IN THE DOMINICAN REPUBLIC. MR. BLUHDORN IS THE CHIEF EXECUTIVE OFFICER OF GULF AND WESTERN AND WILL BE ACCOMPANIED BY HAROLD ZERBE, CHAIRMAN OF NEW JERSEY ZINC, A GULF AND WESTERN SUBSIDIARY, AND ALVARO CARTA, PRESIDENT OF GULF AND WESTERN FOOD PRODUCTS COMPANY. THE PARTY WILL TRAVEL IN GULF AND WESTERN CORPORATE JET, A GRUMMAN GULFSTREAM II WITH TAIL NUMBER 13GW. PRECISE TIMES OF THE VISIT WILL BE PROVIDED.

3. WE WOULD APPRECIATE HAVING AMBASSADOR LANDAU'S COMMENTS ON THE VISIT AND THE REQUEST FOR AN APPOINTMENT WITH PRESIDENT STROESSNER. OUR PRELIMINARY VIEW HERE IS THAT ARRANGEMENTS OF SOME VALUE TO PARAGUAY MIGHT MATERIALIZE FROM THIS VISIT SO THAT WE ARE INCLINED TO COOPERATE WITH PROCEDURAL AND INFORMATIONAL ASPECTS BUT, OF COURSE, EXERCISING THE USUAL DISCLAIMER THAT THE USG IS INVOLVED IN OR ENDORSES ANY PROPOSALS RAISED WITH PARAGUAY BY GULF AND WESTERN. THE BUSINESS ARRANGEMENTS WILL BE A MATTER BETWEEN THE COMPANY AND THE PARAGUAYANS.

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